LEO BURNETT, U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-5110 – Desk Pad – Req. No. 97102 – B&W Bleed – 9⅛x11 – Convenience Stores – 75 (A)
Printed in U.S.A.

Every day you're out of stock on these brands, you're losing sales somebody else will make.

In 1974, Philip Morris brands' total gain was *more than twice* that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Convenience Stores last year were Philip Morris brands.

Somebody is getting those extra sales and profits. It can be you, if you keep Philip Morris brands fully in stock at every location, all the time.

Check your weekly order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

The Profit Makers come from **Philip Morris USA**

2061193941
Source: https://www.industrydocuments.ucsf.edu/docs/gkhx0001
2061193941